

**California Workforce Investment Board
May 30, 2002**

Minutes

Welcome and Opening Remarks

On May 30, 2002, the California Workforce Investment Board (State Board) convened at the Sheraton Grand Hotel in Sacramento. See attachment for persons in attendance. Chair Larry Gotlieb called the meeting to order and asked participants to introduce themselves.

Mr. Gotlieb announced that the next meeting of the California Workforce Investment Board would be held on September 19. He also mentioned that the State Board would be holding another retreat on February 9 and 10, 2003, at the University of California Los Angeles campus in Westwood. He asked State Board members to keep their calendars open for that event.

Mr. Gotlieb expressed appreciation to Mr. Nick Bollman and Ms. Trish Kelly for their assistance at the State Board's strategic planning seminar and for their work on the resulting strategic plan.

He mentioned that the Governor's creation of a Labor and Workforce Development Agency provides an opportunity to coordinate all statewide employment-related services under a single agency.

Mr. Gotlieb reported attending a meeting of state workforce investment board chairs in Washington, D.C., as well as a meeting of large states' workforce investment board chairs and executive directors. He noted that the California Workforce Investment Board is increasingly looked upon as a model by other states.

Mr. Gotlieb commended State Board members and staff for the substantial amount of work done by committees and work groups since the State Board's last meeting. He also noted that the State Board is working closely with the Technology, Trade, and Commerce Agency to make One-Stops more customer-friendly to the private sector.

Report from Executive Staff

Deputy Director Paul Gussman emphasized a few key themes for this meeting: the value of the strategic planning process, the notion of the State Board being the "hub of the wheel", and the importance of positioning the State Board to take advantage of the opportunities offered by the creation of the new Labor and Workforce Development Agency.

Approval of December 6, 2001 State Board Meeting Minutes

Mr. Ken Burt made a motion, seconded by Ms. Pat Paul, to approve the December 6, 2001, State Board meeting minutes as presented. The motion was carried unanimously.

Presentation, Discussion and Adoption of State Board's Strategic Plan

Mr. Kirk Lindsey and Mr. Art Pulaski presented highlights of the State Board's strategic plan. Mr. Lindsey emphasized that the strategic plan should be viewed as a reflection of what the State Board wants to do, with details of how to follow later. He said the State Board can play a useful role in helping local system-building and putting partnerships together.

Mr. Pulaski noted that the State Board's planning retreat in February helped members think about innovation, improvements, and shared aspirations for future success. He said the proposed strategic plan is based on that effort. Mr. Pulaski observed that the California Workforce Investment Board, with its business, labor, government and private-sector components, is in a unique position to unite many disparate training programs to achieve the state's goals.

Mr. Lindsey and Mr. Pulaski shared the State Board's vision and mission statement. They described a number of guiding principles for the State Board: focusing on the full scope of the entire workforce development and investment system, not just WIA; playing a unique role in informing and leveraging action by others; providing support to help partners serve the system's primary customers; local, regional, and statewide focus; a leadership role for California in developing a world-class system; and improving the overall quality of life for Californians.

Mr. Pulaski said California will achieve its aim of a high-quality system with high-quality inputs and programs by attaining five priority goals: (1) ensuring timely and accurate information; (2) being a partner and advocate in bringing partners together; (3) fostering and rewarding innovation; (4) raising the quality of performance of the overall system; and (5) achieving administrative excellence. He discussed the concrete steps the State Board will take to address each of the goals.

Mr. Pulaski expressed his appreciation to Mr. Gotlieb, Mr. Bollman, and staff who helped with the strategic planning retreat and development of the strategic plan.

Mr. David Villarino commended the State Board and staff for developing a strategic plan that has the goal of fostering innovation. He noted that agriculture is the nation's leading industry, but that because of the categorical nature of previous job training programs, the agricultural sector and farmworkers have been largely excluded. He said he was glad as well to see the State Board's commitment to regionalism and collaboration.

Ms. Milnes proposed incorporating a mechanism into the strategic plan that would track the State Board's progress in achieving its goals. Other State Board members agreed that an element of accountability should be built into the plan.

Ms. Victoria Morrow expressed her appreciation to the State Board leadership for engaging the members in a much more open and interactive process. She clarified the point that the strategic plan would not make any changes in the State Board's authority or functions.

Ms. Patti Nunn stated that members of the California Workforce Association were planning to present their input on the strategic plan to the State Board during lunch. Mr. Jerry Butkiewicz suggested waiting until after that presentation to approve the strategic plan. Mr. Lindsey emphasized that the strategic plan is a “what” document rather than a “how” document; he noted that most of CWA’s comments have to do with the “how” aspects. State Board members proceeded to discuss whether to postpone the vote until after the lunch presentation.

Ms. Kathleen Milnes suggested checking to see if a quorum would be present after lunch. Mr. Gotlieb surveyed State Board members and found that several planned to leave before the afternoon session.

Mr. Ken Burt suggested entertaining a motion to approve the strategic plan, vote, and then keep the voting process open with an open roll until after the lunch presentation.

Mr. Jerry Butkiewicz made a motion, seconded by Mr. Robert Pike, to approve the strategic plan with an open roll.

Mr. Gotlieb invited two representatives of the California Workforce Association (CWA) to address the State Board regarding their recommendations.

Ms. Lynn Bunim, San Francisco Workforce Investment Board, and Mr. Michael Metzler, Santa Ana Workforce Investment Board, commended the State Board for its emphasis on sharing the Strategic Plan with the local workforce investment boards. They agreed in general to the concepts in the plan and said they would share more specific ideas in detail during the lunch break. Finally, they spoke on behalf of the other local boards and said they look forward to working in partnership with the State Board in order to become more effective as a group.

State Board members encouraged local workforce investment boards to work closely with the State Board, local business leaders, labor organizations, educators, and others. They emphasized the need for outreach both from the State Board to local areas as well as from local areas back to the State Board.

State Board members voted unanimously to approve the strategic plan as proposed.

Workforce Investment Act Policy Recommendations

Mr. Gotlieb invited members of the Local Area Work Group, made up of local elected officials, to discuss their policy recommendations. Mr. Lindsey introduced Mr. Mike Curran, NOVA, and Mr. Bill Simmons, Yuba County Board of Supervisors.

Subsequent Designation of Temporary Local Workforce Investment Areas

Mr. Curran explained that the two-year temporary designation of 31 of California’s 50 local workforce areas expires on July 1, 2002. The Workforce Investment Act stipulates that continued designation should be contingent upon sound fiscal operations and meeting locally negotiated performance measures. While the Department of Labor has 17 required performance measures under WIA, the committee recommended that only 11

of them should be used to evaluate adequacy of performance. The committee further recommends requiring that the temporary areas meet at least 80 percent performance level in any 9 of the 11 areas.

Local Area Non-Performance Policy

Mr. Curran noted that the purpose of the non-performance policy is to establish criteria for determining which local areas are performing and which are not, and in the case of non-performance, to provide technical assistance. He said the committee recommends requiring at least 80 percent performance on each of the 17 performance standards; local areas achieving less than 80 percent would be subject to a corrective action plan and may apply for technical assistance from the State.

Local Workforce Investment Board Recertification

Mr. Simmons noted that adoption of the performance policy affects the ability of many local workforce investment boards to contribute to sustained economic growth in their regions. He said the proposed recertification policy is fair, simple, and consistent with the goals and objectives of WIA. Mr. Simmons asked the Board to adopt the proposed recertification policy.

Mr. Lindsey made a motion, seconded by Ms. Nunn, to approve the three policies as proposed. The motion was carried unanimously.

Lunch Presentation: California Workforce Association (CWA) Input

Ms. Virginia Hamilton reported that CWA had a successful two-day conference with 175 representatives of local workforce investment boards. She noted that Mr. Pulaski and Mr. Lindsey presented the State Board's strategic plan, and that the conference participants developed a series of recommended actions the State Board can take to accomplish its stated goals.

Mr. Metzler and Ms. Bunim reviewed and discussed the actions recommended for the State Board and local WIBs to achieve each goal.

Ms. Hamilton said CWA looks forward to greater collaboration with the State Board and local WIBs.

Mr. Scott Hauge emphasized the importance of getting the message to locals to work with the State Board and others on a regional basis.

Mr. Villarino urged local boards to promote participation by Central Valley agricultural employers.

Reports to the State Board

Ms. Megan Juring invited representatives of committees and work groups to brief the State Board members on their activities.

Small Business Work Group

Mr. Hauge reported that the Small Business Work Group is holding a series of statewide

forums to identify the needs of local small businesses and learn how to market better to these customers. He said the message of the forums has been that the California Workforce Investment Board wants to work with the local small business community, and the response has been very positive.

Mr. Hauge reported that the work group held forums in the Central Valley and Long Beach, with future regional forums scheduled for Redding and San Francisco in June. He noted that over 125 small businesses would be represented in San Francisco. Mr. Hauge said he made a personal commitment to follow up with conference participants by e-mail. He added that he is in the process of creating a master e-mail list of small businesses in California.

Mr. Hauge noted that the needs identified by small business communities in Fresno and Long Beach were similar and consistent. Employers emphasized the need for more education and skills training, especially soft skills. They also described a perception in the employer community that One-Stops are only for people who have trouble getting jobs; for this reason, efforts are needed to focus on better marketing and promotion of universal access to the One-Stop System.

Mr. Gotlieb commended Mr. Hauge for his efforts. He suggested working with state and local Chambers of Commerce. Mr. Hauge thanked Mr. Gotlieb for his suggestion and said he welcomed the opportunity to work with Chambers of Commerce. He acknowledged that the Chambers are important partners, but pointed out that they do not always include representatives of some ethnic and neighborhood groups. He stressed the need for regional involvement as well.

Ms. Kirsten Deichert requested that the staff provide more information regarding One-Stop utilization and marketing efforts.

Ms. Nunn recommended working with the California Workforce Association and the Technology, Trade and Commerce Agency. She suggested developing incentives like tax credits to encourage more employers to take advantage of One-Stop programs.

Mr. Lindsey stated that most users of One-Stops in Stanislaus County were jobseekers rather than employers, a problem that has persisted for many years. He said the culture, as well as the marketing focus, needs to change.

State Youth Council

Ms. Ann Savage introduced State Youth Council (SYC) members attending the meeting. She reported that the SYC met twice this year and formed four work groups; the Youth Involvement Work Group, the Critical Youth Needs Work Group, the Comprehensive Youth System Work Group, and the WIA Issues Work Group.

Ms. Savage presented recommendations adopted at the last SYC meeting and asked the Board to join the SYC in adopting the Youth Council Institute (YCi) "All Youth, One System" Framework to help provide guidance to Youth Councils/Local Areas as they seek to develop local comprehensive youth serving systems.

State Board members asked about the number of youth on the SYC. Ms. Savage explained that there are three members who are actual youth, plus two young adults. State Board members encouraged the SYC to add more members who are at-risk youth.

Ms. Mary Hernandez commented that youth entering the job market need to be educated about their rights in terms of safety, health, wages, hours, and working conditions. She pointed to the Youth Worker Health and Safety Program as an example of a program dedicated to training young people to work safely throughout their lives.

Mr. Gussman noted that California is a leader in terms of establishing a statewide youth council, which is not mandated by WIA. In addition, he said, California's emphasis on the concept of "All Youth, One System" makes it a model for other states. The next SYC meeting is scheduled for August 14 in Oakland.

Universal Access Work Group

Dr. Catherine Campisi reviewed the composition of the Universal Access Work Group. She explained that the purpose of the group is to build capacity and to provide training and technical assistance to make the One-Stop System accessible to individuals with disabilities. She noted that there are two general goals, increasing employment among people with disabilities and fulfilling the legal mandate.

Dr. Campisi reported that the work group developed a comprehensive program access self-assessment process that can be used by One-Stops to improve their services. She said training will also be provided to One-Stops to familiarize their staff with disability law, etiquette, use of the self-assessment tool, and identification of what progress remains to be made. Dr. Campisi added that grant funds are also available to help One-Stops acquire assistive services and technology to accommodate disabled customers.

Dr. Campisi said the work group has been working on identifying other funding sources and leveraging those funds to improve the One-Stops. In particular, she noted, funds will be used to train workplace accommodation specialists to advise and assist One-Stops in finding and serving people who have disabilities.

Dr. Campisi reported that another important activity of the work group is the development of a benefits-planning Web site to provide information on the effects of employment on Social Security and MediCal benefits. She noted that disseminating the information may encourage many people with disabilities to venture into employment and become productive members of society.

Dr. Campisi said the work group is also working with the Department of Social Services to develop protocols to assist One-Stops in identifying people with hidden disabilities so that they too can better be served. In addition, the group is developing statewide standards for accessibility and disseminating best practices.

Mr. Frank Quintero commented that with the upcoming revisions to the welfare-to-work law, there are likely to be more CalWORKS and TANF recipients coming to One-Stops

for assistance.

One-Stop Certification Work Group

Mr. Robert Mejia said the One-Stop Certification Work Group has been concentrating on definitions and parameters for certification and has developed a document identifying the proposed elements of certification. He said the idea is to create a voluntary certification process based on elements common to all local areas. Mr. Mejia said the group will be providing a full report to the State Board later in the year.

Mr. Bruce Stenslie explained that the workgroup's intention is to create a framework or vision identifying some of the common elements and items that should go into a certification system. The certification status could then be marketed to One-Stops as a way of promoting their services. He emphasized that certification is contingent upon effective communication of a quality standard to customers and the community. Mr. Stenslie noted that the appropriate role for the State Board is to define the framework, and then to let local boards establish actual certification programs.

Performance Based Accountability (PBA) Committee

Ms. Juring reported that the committee held two meetings, one in Fresno in December and one in Sacramento on April 25 since the last State Board meeting. The main thrust of the December meeting was on the first draft of the regional summary reports of the PBA system. At the April meeting, the Committee approved a revised format for the fourth annual report, considered a proposed standards methodology, and heard presentations about self-sufficiency standards.

Farmworkers Work Group

Mr. Villarino named the members of the Farmworker Work Group and thanked them for their participation. He noted that the historical model for agricultural training is based on helping workers transition out of agriculture, not on building skills and strengthening the sector. In addition, there is no database for information on employment, wages, and retention rates for the agricultural labor sector.

Mr. Villarino said a key action of great importance to the farmworker community was the State Board's issuance of an Information Bulletin explaining that seasonal agricultural workers are eligible for dislocated worker funding.

Mr. Villarino noted that the Farmworkers Work Group has co-sponsored forums with the Department of Labor in Visalia and Indio to discuss how better to collaborate with the industry. He said the group is also discussing changes in performance outcomes to better serve the farmworker community.

Mr. Lindsey emphasized the importance of outreach to neighborhood groups that represent farmworkers as a means of increasing awareness of One-Stop programs. He noted that many farmers in California are fearful of United Farm Workers (UFW) involvement, so an effort should be made to focus more on the benefits for workers and employers.

Mr. Villarino cited a UFW-employer program in Kern County that resulted in unprecedented profits, higher wages and benefits for employees, and reduced labor costs for the business.

Veterans Work Group

Mr. Pike recommended viewing veterans as a source of highly skilled and well trained employees to meet California's labor needs. He noted that people are being discharged from the armed forces in increasing numbers, and that California should work to attract veterans. He suggested offering college credit for military training as a way of facilitating the transition to new jobs.

Mr. Gotlieb thanked all work group representatives for their reports. The board members were in agreement with the direction of the workgroups and indicated that they looked forward to a more extensive discussion on some of the activities at the next meeting.

Other Business

Mr. Steve Smith discussed plans for the new Labor and Workforce Development Agency. He said the Agency will consist of the Department of Industrial Relations, Employment Development Department, the California Workforce Investment Board, and the Agricultural Labor Relations Board in a new collaborative relationship. He added that the consolidation would improve service delivery, training programs, enforcement efforts, and research capabilities.

Mr. Smith said the proposal to create the agency was introduced on May 2, and it will probably go into effect July 1.

Adjournment

Mr. Gussman thanked all participants for their attendance. There being no further business, the meeting was adjourned.

**California Workforce Investment Board
May 30, 2002 State Board Meeting
Board Members in Attendance**

Larry Gotlieb, Chair
Patrick Ainsworth (designee for Delaine Eastin)
Bob Balgenorth
Norris Bishton
Ken Burt
Jerry Butkiewicz
Kirsten Deichert (designee for Dion Aroner)
Scott Hauge
Mary Haywood
Mary Hernandez (designee for Steve Smith)
Sukhee Kang
Kirk Lindsey
Bill Lloyd (designee for Gov. Gray Davis)
Richard Mendlen
Kathleen Milnes
Victoria Morrow (designee for Thomas Nussbaum)
Patti Nunn (designee for Miguel Pulido)
Bessie Papailias (designee for Maria Contreras-Sweet)
Pat Paul
Robert Pike
Art Pulaski
Frank Quintero, Sr.
Ann Savage
Steve Smith
Isiah Turner
David Villarino (designee for Arturo Rodriguez)
Jan Vogel (designee for Jerome Horton)
Don Whitaker

Staff Members

Paul Gussman, Deputy Director
John Merris-Coots
Megan Juring
Windie Scott, Legal Counsel